

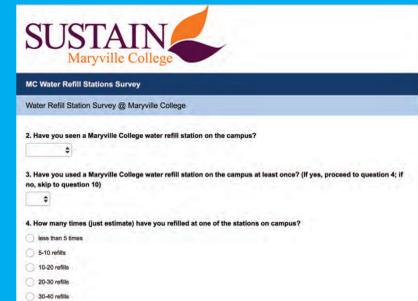
# BACKGROUND

In order to determine the effectiveness of bio mimic design for environmental campaigns and to determine the impact of water refill stations installed on a college campus, a research study was conducted to measure water refill behaviors, engagement and awareness of environmental issues related to disposable water bottles and characteristics of visual design which entice users to refill at the stations. The research results were consistent with hypotheses that bio mimic marketing (principles listed below) are effective in enticing users to engage with product and/or service that is advertised. Additionally, current design trends (personalization, homespun, and typographic design) appear to be most desirable in environmental campaign success as well.

Bio mimic marketing is defined as "using images of nature to market a product" It's four characteristics/categories include: 1. Nature as aesthetics: "People are familiar with natural phenomena and typically think positively about them." 2. Nature as metaphor: "Link is content-oriented" related to the qualities of the product such as Puma sneakers. 3. Promoting a 'natural' feeling when using the product: "enforces our notion of nature as something wonderful, harmonic, calm, and soothing." 4. Eco-friendly Branding and "Natural" Branding: the claim to be 'friendly towards nature'

The posters created for the campaign were designed to each integrate more or less bio mimic elements to determine their effectiveness. Such as, Design 1 integrated the most techniques (homespun, natural color palette, realistic imagery, environmental data, hand-lettered typography, organic shapes, and eco-phrases). Design 2 was designed to be the least bio mimic, with geometric shapes, non-naturalistic colors, sans serif, modern typography and no novelty typefaces, illustrative and non-realistic imagery, more focus on physical wellness rather than environmental/eco-friendly phrases or branding, and less personalization. Design 3 was a hybrid design, which integrated some environmental data, photographic/realistic imagery and illustration, organic/hand-lettered typography and data that was both environmental and physical wellness.

# SURVEY METHOD



Participants: Participants were identified if they were a member of the MC community population (student, faculty, staff) and invited via inter-campus e-mail newsletter to take the survey; faculty member also visited a few classes to increase response rate;

Sample Size: 159 respondents

Procedure: Online survey was administered (open) from 9-2-2015 to 9-12-2015. Participants answered up to (they were able to skip sections if they desired) 21 questions within 5 click-able pages and included an informed consent approval

# SURVEY DEMOGRAPHICS

68% students 17% staff  
 14% faculty less than 1% administrators  
 62.25% UNDER 25  
 37.75% OVER 25  
 75.5% respondents were female  
 24.5% respondents were male  
 11.5% response rate (within common survey response rate range)

# "Visualizing" WATER USING DESIGN AND BIO MIMIC MARKETING FOR WATER REFILL STATIONS

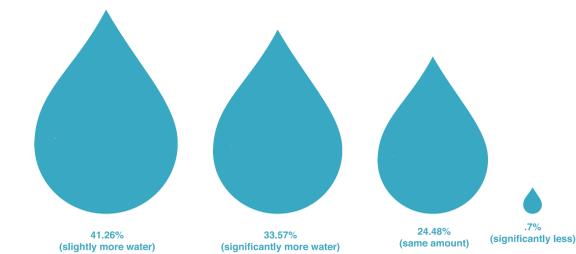
Adrienne R. Schwarte, Associate Professor of Design & Coordinator of Sustainability Studies Minor, Maryville College

## SURVEY RESULTS

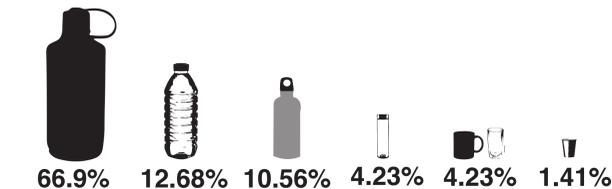
89.6% used a station at least once

97.44% seen a Refill station

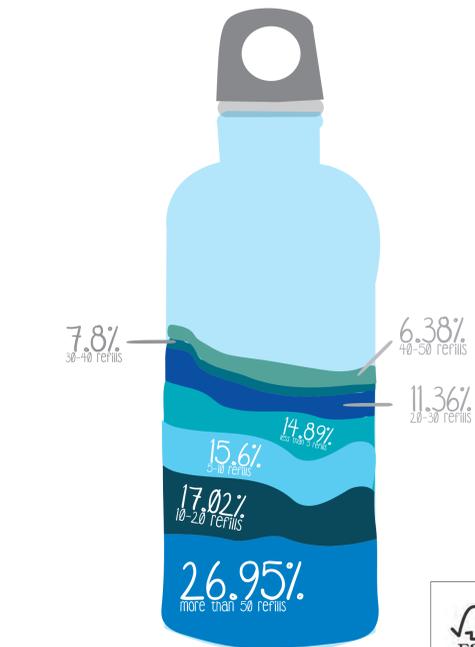
Has the presence of water refill stations impacted your daily water intake?



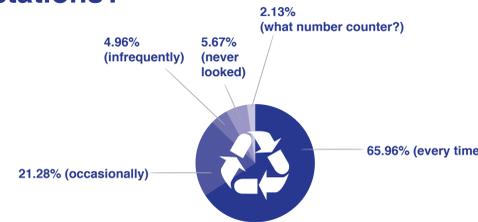
What vessel do you use most commonly to fill water at the refill station?



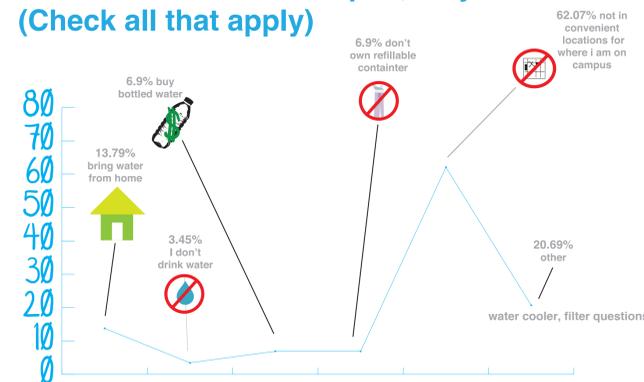
How many times (just estimate) have you refilled at one of the stations on campus?



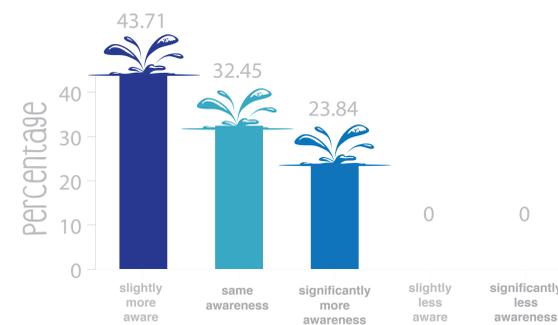
Have you ever looked at the 'eliminate waste from disposable plastic bottles' number counter when you refill your water bottle at the stations?



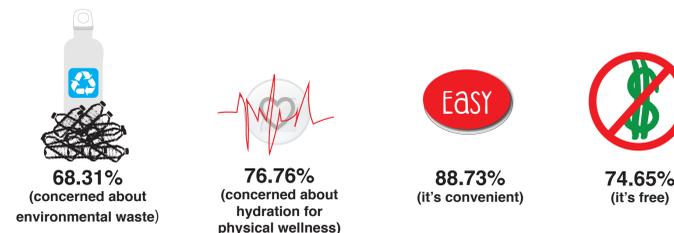
If you have not used one of the water refill stations on the MC campus, why not? (Check all that apply)



How would you rate your awareness of the environmental impact of disposable water bottles after seeing and/or using the water refill stations on the MC campus?



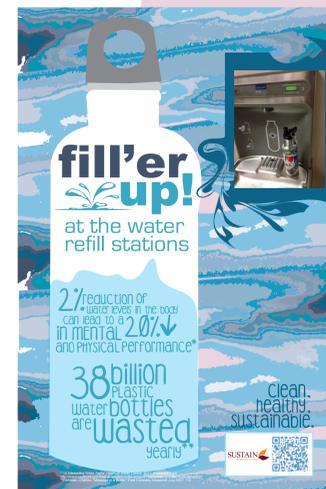
Why do you use the water refill stations? (Check all that apply)



40.82% ranked design 1 as favorite (it's nature and i like waterfalls ) gives a pic of Clean water. Photographs DESIGN i better express water conservation imagery on i evoked our near by as a "real" issue mountains more relevant information and just made me smile

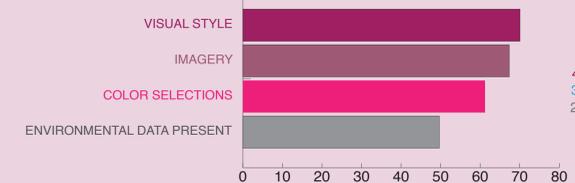


47% (RANKED DESIGN 2 AS LEAST FAVORITE) most relateable modern marketing technique that works DESIGN i better



82% (RANKED DESIGN 3 AS TOP 1 OR 2) The third Privileges mental and Physical benefits, which seems most relevant at a college Water station present it shows what a water station actually looks like DESIGN iii

MOST POPULAR REASONS FOR DESIGN CHOICE



REFERENCES:  
 \*Van Meeneveld, K. (2009). Five Strategies of Biomimic Marketing. June 7, 2009. Retrieved from https://www.nextnature.net/2009/07/five-strategies-of-biomimicmarketing/  
 \*Prabhand, A. (2013). A STUDY ON THE BIOMIMIC MARKETING STRATEGIES AND ITS EFFECT ON CHILDREN. A Journal of Economics and Management, Vol.2 (6), June 2013.